



## **BRUCE POSTER**

Bruce Poster is the President of Southwest Planning & Marketing, a firm he established in Santa Fe, New Mexico in 1977. Poster specializes in market research and strategic planning for the tourism industry. He has conducted market and feasibility studies, impact assessments, surveys, focus groups and strategic planning for numerous groups, including the Travel Industry Association of America, New Mexico Tourism Department, Delaware Economic Development Office, Santa Fe Indian Market, San Antonio CVB and Yosemite National Park, as well as numerous hotels, casinos, attractions and events.

Poster earned a B.A. in Economics from the University of Chicago, a Masters in City & Regional Planning from California State University at Fresno and certification in Group Facilitation. Mr. Poster has taught economics at the college level and research at the graduate level.